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ABSTRACT

"Jobs Rally" is a community event that can be coordinated by a human service program or institution to help communities become more responsive to the independent living and career development needs of people with severe disabilities. This manual outlines how to conduct a jobs rally. The manual begins with a very brief four-step community needs assessment, provides a rationale for community-level interventions, and then describes the Jobs Rally as one type of intervention. The basic approach of the Jobs Rally is to sponsor a community forum to bring together people with disabilities who are employed, people with disabilities who are not employed, and a sampling of service providers and advocates to: share information and support, strengthen the network of persons concerned about improving employment opportunities for people with disabilities, engage in mutual problem solving, and provide leadership for rallying a community response. Phase I of the rally is structured around a panel discussion of employed persons with disabilities and a moderator who maintains communication with the participating audience. Phase II utilizes small groups, facilitated by co-leaders consisting of one of the panel members and a service provider, to conduct self-assessment and community resources assessment, plan interventions, market the program, and evaluate the program. The manual provides a program agenda, panel discussion outline, list of items to include in resource packets, sample news releases, an employment survey form, and a check list for program implementation. (JDD)

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JOBS RALLY

Marketing A Community Development Project Using Peer Support Strategies

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INTRODUCTION TO THIS PACKAGE

JOBS RALLY is a community happening that any member of any community-based human service program or institution can initiate and coordinate. Along with other community development programs an effective JOBS RALLY may help communities become more responsive to the independent living and career development needs of people with severe disabilities. This package contains all the information and program materials needed to conduct a jobs rally. After a list of contents, a brief discussion of community needs assessment and a rationale for community-level interventions, the JOBS RALLY manual starts with a concept paper describing its programs, a program agenda and other supporting materials including a checklist that walks you through the process of initiating, planning, conducting, and evaluating the program in a way that seems real easy the first time you do it.

The contents of this training manual were supported in part by research grant (US/ED/H129R80006-89) from the Rehabilitation Services Administration, Office of Special Education and Rehabilitative Services; Department of Education, Washington, D.C. 20202. However, these contents do not necessarily represent the policy of that agency, and you should not assume endorsement by the Federal Government.

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THE JOBS RALLY PACKAGE

Contents

Quantity	*Items*
1	Jobs Rally Manual Introduction to the Program Community Needs Assessment Program Description Program Agenda Panel Discussion Outline Model News Releases Suggestions for Resource Packet Employment Survey Program Check List
*1	Sample Jobs Rally Brochures
20	Jobs Rally Concept Papers
60	Employment Survey Forms
30	Information Resource Bags
**2	Examples of general information that could be included in resource packet (Get The Job brochure and Families brochure)

Support Services

Free telephone consultation with program developer: Robert Akridge, Ed.D. (501) 624-4411, Ext. 292 or designated program consultant

* The ARTCVR Media Section will produce your program brochures at very competitive prices. Allow four weeks for delivery.

** Ordering information is included on the brochures.

COMMUNITY NEEDS ASSESSMENT

1. Are there people in your community with disabling conditions which impede their independent living and career development?

2. Is there a comprehensive and integrated peer support network, at the grassroots level, for mutual self-help and advocacy?

3. Is there a proactive network of service providers, at the community level, who are also integrated into state, national, and international levels of the disability service delivery system?

4. Is there a program for optimizing the collaboration of peer and service provider networks for promoting the independent living and career development of people with disabling conditions?

If the answer to #1 is YES and the answers to
2, 3, or 4 not satisfactorily so,
then you may find the
JOBS RALLY PACKAGE
useful.

COMMUNITY LEVEL INTERVENTIONS

Independent Living & Career Development Domains

In a general sense, the function (mission) of Rehabilitation Research and Training is to develop and evaluate interventions at personal, community, and universal levels of adaptation across several domains of life activity. Maintaining a research and training (e.g. program development) presence in the current disability service delivery system and monitoring the ongoing research and development of others informs the process of understanding how the total disability service delivery system works; helps identify the most prepotent needs; and formulate and test the most promising improvement hypotheses.

The proposed series of community development interventions listed below may have an additive and multiplicative (synergistic) effect on the community's responsiveness to the independent living and career development needs of persons with disabilities as well as on individuals' improvement in their use of community resources. The JOBS RALLY is proposed as one of a series of community development programs and represents a prototype in terms of structure, process, and methodology.

Jobs Rally:
Community outreach to unemployed people with severe disabilities

Americans With Disabilities Act:
Implications for independent living and career development

Job Fair:
A variety of employers are brought together at one site to conduct job interviews and provide career information to job seekers

Community Support System for independent living and career development:
Computerized information and referral systems

Transportation System:
A community forum focused on the transportation needs of people with disbilities

Housing System:
A community forum focused on the housing needs of people with disabilities

Mutual Consultation in the Rehabilitation/Employer/Consumer Partnership:
How to use consultation and how to provide consultation

Other

JOBS RALLY

A Community Development Intervention

Concept Paper

This material outlines a community development activity to promote the independent living and career development of persons with disabilities. The procedure may be used in any size community by any organization that wishes to improve independent living and employment opportunities for people with disabilities. The basic approach is to sponsor a community forum to bring together people with disabilities who are employed, people with disabilities who are not employed, and a sampling of service providers and advocates to:

Share information and support

Strengthen the network or coalition of persons concerned about improving employment opportunities for people with disabilities in the local community

Engage in mutual problem solving

Provide leadership for rallying a community response

In a more general sense, the purpose of the JOBS RALLY Program is to rally the community's attention and resources to enhance the independent living and career development of all its members including those with severe disabilities.

This planned and highly structured community forum is referred to as a JOBS RALLY. The three-hour rally is preceded by extensive and detailed planning and followed by a comprehensive follow-up and evaluation. Phase I of the forum is structured around a panel discussion of employed persons with disabilities and a moderator who also maintains communication with the participating consumers, service providers and advocates present. Phase II utilizes small groups facilitated by co-leaders consisting of one of the panel members and a service provider. Other service providers and advocates are distributed among the groups as consultants.

The JOBS RALLY is the kind of community development activity that a disability related organization might conduct annually. Helping the community become more responsive to the independent living and career development needs of people with disabilities is the goal of the JOBS RALLY program. The strategy is to strengthen and make more visible the community peer support network and the network of professional service providers in the community, and to strengthen the communication linkage between these two networks.

PHASE I

Description and Rationale

DEVELOP MOTIVATION

1. Provide an impactful event designed to influence people with severe disabilities who are not actively seeking employment to explore the following questions:

   How could I improve the way I am currently living my life?

   Are there any jobs that I could do (or learn to do) which might add more to my life than they would take away?

   How can I work together with others with disabilities to improve independent living and career development opportunities in the community?

2. Provide people with disabilities who are employed an opportunity for active participation in community development leadership.

   Invite 12 people with disabilities who are employed to serve on the panel

   - Describe their jobs and work setting following structured outline provided (5 minutes each)
   - Have each presenter select 5 points from a list of 10 employment issues to cover (e.g., effects on child rearing, social life, long-range financial security)
   - Panel members establish a relationship with the audience and lay the ground work for serving as small group facilitators in Phase II.

   Recruit presenters who:

   - Represent a cross-section of the community in terms of type of work, status, pay, and integration into the community
   - Represent facilitative, supportive and (non-exploitive) work settings where Employer Rehabilitation Partnerships are likely to develop

3. Enlist the involvement of 36 people with disabilities who are not employed or who consider themselves under-employed.

   Sponsoring organization's target population
   Consumer organizations and other peer support networks
   Rehabilitation agencies, organizations, and institutions
   Self-referrals from public announcements and other outreach programs

EMPLOYER INVOLVEMENT
IN COMMUNITY DEVELOPMENT

1. Initiate mutual consultation with employers
2. Identify corporate sponsors to endorse, promote, and support the JOBS RALLY
3. Seek public service grant from employers to provide refreshments and catering for break
4. Allow 30 minute break for refreshments, socialization, and networking

PHASE II

Description and Rationale

ASSESSMENT - Self And Community Resources

1. Provide opportunity to explore following questions in small groups

   What knowledge and skills could I bring to the workplace?

   What would supervisors and co-workers find attractive about me?

   How can I use family, friends, rehabilitation services and other community resources
   - *to get an acceptable job,*
   - *to perform it satisfactorily, and*
   - *to fit the work role into my life?*

   What is my next career development step?

2. Facilitate group discussion and peer feedback.

INTERVENTION

1. Pass out information resource packet to total group and discuss:

   - Directory of all community-based employment programs,
   - Information about independent living services, and
   - Other community resources.

2. While in small groups with peer facilitators and professional consultants:

   - Discuss information presented.
   - Help each other answer assessment questions presented above.
   - Identify ways the community needs to be more responsive.

PROGRAM METHODOLOGY

1. Market the community development program, JOBS RALLY, to:

   - The Disability Service Delivery System
   - Consumers of rehabilitation services
   - Employers
   - The community-at-large

2. Utilize strategies which:

    - Promote the independent living and career development of individuals with disabilities
    - Improve independent living and career development opportunities in the community for people with disabilities
    - Emphasize partnerships with employers
    - Emphasize mutual self-help strategies and work with existing leadership networks in the community

EVALUATION

1. Collect descriptive data on presenters and participants prior to RALLY:

    - Demographic information
    - Independent living status indicators
    - Employment history and current status

2. Conduct one month and 12 months follow-up

3. Analyze and report results

Time and Place

JOBS RALLY

A Peer Support Community Development Program to Improve Employment Opportunities for People with Severe Disabilities

Sponsoring Organization

A product from Research Project R-5: Peer Support and Employment
Arkansas Research and Training Center in Vocational Rehabilitation
Supported in part by research grant US/ED/H129R80006-89

PROGRAM AGENDA

PURPOSE: *To improve employment opportunities in the local community for people with disabilities*

7:00 WELCOME AND INTRODUCTIONS

Representatives of sponsoring organization welcomes audience and introduces the person who MCs the JOB RALLY and moderates the Panel Discussion

7:15 PANEL DISCUSSION

Panel discussion of employment and independent living issues by a group of community members who have disabilities and are employed: _____ _____ _____
_____ _____ _____ _____
_____ _____ _____ _____

Moderated by
_____
_____

8:30 BREAK
Social interaction, refreshments

9:00 PACKAGE OF INFORMATION
Distribute package of information resources

9:10 WORK GROUPS

Divide into small work groups for examining independent living and career development concerns
A panel member and a service provider will co-lead the groups
Use the group's resources to engage in mutual problem-solving

9:50 SUMMARY
Summarize for group and community implications

10:00 ADJOURN

PANEL DISCUSSION OUTLINE

Why Work?

All known cultures have both **ascribed** roles and **achieved** roles. Society generally does not reward the performance of ascribed roles (e.g., worker, parent, law abiding citizen) but applies sanctions (punishment) to those who fail to meet minimum expectations. Thus, one reason for working is to avoid the social stigma associated with not working. Additionally, there are many positive reasons for working:

1. Many people develop their sense of identity around their work role.
2. Many people gain much of their self-esteem from accomplishments at work.
3. Work helps the individual structure time.
4. Being employed improves an individual's chance of getting the relatively more desirable (higher pay and higher status) jobs.
5. The buying power of employed people tends to increase over time while that of people on benefits tends to decrease over time.
6. People who are employed have less illness than those who are not.
7. Most friendships and social contacts are made at work.
8. Working is a way of providing a productive role model for your children.
9. There are fewer divorces among people who are employed.
10. Work, for some people, provides a means for creative self-expression.

Discuss concept of social roles — ascribed and achieved — and of role-playing and role-modeling.

Suggest that each panel member select two or three of these ideas to emphasize when presenting himself or herself to the group.

If there are pre-potent community issues and concerns which emerge, accommodate the local concerns.

RESOURCE PACKETS

What to include?

PEER AND SERVICE PROVIDER NETWORKS

Brochures, Directories, PC Networks

COMMUNITY RESOURCES

Transportation systems, housing system, political system, medical system, civil rights and advocacy systems, employment systems, education and training systems, recreation system, judicial and corrections system, consumer protection system

OTHER INFORMATION RESOURCES

In addition to providing a needed community education service, the packets of information labeled JOBS RALLY help concretize the abstract concept community resources. The information resources are arranged to focus on independent living and career development goals.

NEWS RELEASES

Newspaper

JOBS RALLY ANNOUNCED BY *Your organization*

Your organization in cooperation with other local organizations, will sponsor a JOBS RALLY for persons with disabilities *day* *date* from *time* to *time*. The rally will be held at *name of facility and address*.

The purpose of the JOBS RALLY is to bring together a cross-section of persons with disabilities in the *community* area to explore the following issues:

> What can I, as an individual with a disability, do to improve my independent living and career development opportunities?
>
> What can we, as a group, do to improve independent living and career opportunities in this community for people with disabilities?

Name, which is a *description of your organization*, is working with the Arkansas Research and Training Center in Vocational Rehabilitation to conduct and evaluate the JOBS RALLY program. The "jobs rally" concept combines some elements of a disability rights rally and some elements of a job fair. The basic approach is to bring together people with disabilities who are employed and people with disabilities who are not employed:

- to share information and support
- to strengthen the local network or coalition of persons concerned about improving employment opportunities for people with disabilities in the local community
- to engage in mutual problem solving

The program is designed to provide leadership opportunities for one group of local citizens who have overcome the handicapping conditions of their disability and achieved employment and to provide information, encouragement and support to another group of citizens who have difficulty gaining access to the local labor market.

If you are interested in attending the JOBS RALLY, call the *organization's name* number at *telephone number*. There is no charge for admission. Refreshments donated by the *name of company* will be served during intermission. Call early to reserve a space. Attendance is limited to *number*.

NEWS RELEASES

Cable TV

Name Cable TV

Please run from *Date* to *Date*

Manager's name

Organization's name

Address

Name of community

Telephone

Organization sponsors JOBS RALLY

Day, *Date*, from *Time* - *Time* p.m.

Bring together people with disabilities who are successfully employed with those who are not.

For reservation, call *Telephone number* .

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NEWS RELEASES

Public Service Announcement

Manager's name

Organization

Address

Name of community

Telephone number

Date

FOR IMMEDIATE BROADCAST

Name of organization to sponsor JOBS RALLY

Name of organization will sponsor a JOBS RALLY for persons with a disability on *day*, *date*, from *time* - *time* p.m. The rally is to bring together persons with a disability who are successfully employed with those who are not. It is in conjunction with the University of Arkansas Research and Training. Attendance is limited to *number*, so make reservations early. Contact *name* at *address* or call *telephone number*.

EMPLOYMENT SURVEY

Instructions: The organization in your community that is sponsoring the JOBS RALLY needs to know how you and your peers describe your present independent living and career development status so as to evaluate the community improvement programs they offer. You can help by answering these questions fully at this time and during any future follow-ups. Information about individuals will be kept confidential. Only group averages will be reported.

1. Where did you hear about today's program?

___flyer
___radio
___friend
___newspaper
___TV
___Rehabilitation Counselor
___newsletter
__Other Please tell us who:
_____
_____
_____
_____
_____
_____

EMPLOYMENT STATUS

1. Have you ever held a job? Yes _____ No _____
2. Are you currently working? Yes _____ No _____
3. If working, how many hours per week? _____
4. How long have you worked? Years _____ Months _____ Never worked _____
5. Check one of the following if not employed:

___Actively seeking a job

___Discouraged about the prospects of getting an acceptable job

___Parenting/Homemaking

___Volunteer work

6. What kinds of help, support, or changes would help you to get a job or keep the one you have now? (Check all that apply.)

___Transportation to and from work
___An opportunity to work
___Being allowed to work by Social Security
___Having a saleable skill
___Knowing how to apply for a job
___More acceptance by other people on the job
___Job site modifications
___Child care
___The permission or blessings from my family to work
___Better appliance support (e.g., wheelchair, prosthesis)
___Better mobility and/or access at the job site

7. Have you ever been denied employment because of a disability?

___Never
___Less than three occasions
___Three or more occasions

8. During the past 30 days:

a. How many job applications have you completed? _____

b. How many job interviews have you participated in? _____

c. How many times have you asked someone for a job or if they had a job opening? _____

d. How many informal conversations have you had with friends, relatives, or acquaintances about jobs? _____

e. How many times have you attended a meeting where the purpose was to improve the independent living or career development opportunities for people with disabilities? _____

f. How many times have you talked to another person with a disability about improving independent living or career development opportunities for people in the community with disabilities? _____

INDEPENDENT LIVING STATUS

9. Check the one statement that best describes how you live.

___I maintain a home for myself and others.

___I maintain a home for myself.

___I share a home with other adults with equal decision making rights and responsibilities.

___I share a home with other adults with less than equal decision making rights and responsibilities.

___I live in an institutional setting but manage my own personal care (e.g., dormitory, shelter, barracks)

___I live in an institutional setting where my personal care is managed by others (e.g., hospital, nursing home)

___I am currently homeless

EDUCATION AND TRAINING

10. Highest grade completed? _____

11. Other vocational/technical training? _____Yes _____No

12. Type: _____

13. Number of months: _____

14. Certificate or license: _____Yes _____No

EMPLOYMENT SURVEY

Supplementary Questions

Instructions: Please answer the following questions if you are employed — either part-time or full-time.

15. What is your hourly rate of pay? _____

16. Would you prefer to work more hours _____, less hours _____, or the same _____?

17. How much satisfaction do you get from your job? (Circle one)

1 2 3	4 5 6	7 8 9
Low	Average	High

18. How much dissatisfaction (stress, strain, worry) do you get from your job? (Circle one)

1 2 3	4 5 6	7 8 9
Low	Average	High

19. How do you think your employer rates your job performance? (Circle one)

1 2 3	4 5 6	7 8 9
Low	Average	High

20. How do you rate your job performance? (Circle one)

1 2 3	4 5 6	7 8 9
Low	Average	High

21. Describe any other life experiences that helped you develop skills that support your career development.

_____

_____

_____

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Consent to Participate

Release of Information for Research Purposes

Name: _____ Date completed: _____

Address: _____

_____

Telephone: _____ Sex: M__ F__ Age: ____

Type of disability: _____

The Arkansas Research and Training Center in Vocational Rehabilitation conducts research on the employment experience of people with disabilities. By signing this form I agree to participate in this project by answering the above questions.

I understand that the Center may provide such research data to qualified persons and/or research centers subject to ethical restrictions. If such information is shared with such persons or organizations, I understand that it will not be possible to connect my name with the information. I further understand that I may withdraw my participation at any time without affecting my rights for services.

Signature of Participant _____ Date_____

Signature of Witness _____ Date_____

CHECK LIST

Conducting A Community-Based Jobs Rally

DATE ACCOMPLISHED	ACTIVITY
_____	1. Review the information in the JOBS RALLY package from the Arkansas Research & Training Center in Vocational Rehabilitation.
_____	2. Conduct informal appraisal of how responsive your community is to the independent living and career development needs of people with severe disabilities (e.g., ask yourself, your colleagues and clientele).
_____	3. Compile a local directory (including name of contact person and telephone number) of all individuals, programs or agencies that promote independent living and career development outcomes for peoplê with disabilities.
_____	4. Send early draft of **Network** directories to all listed and ask permission to include their names and request them to suggest additional names.
_____	5. Be sure to identify both professional and peer sources of support. Emphasize peer support and consumer control.
_____	6. Select a disability-related organization to sponsor a JOBS RALLY.
_____	7. Name a coordinator for the JOBS RALLY program.
_____	8. Market the JOBS RALLY program concept to the professional and peer networks identified in Step 3...(a) distribute JOBS RALLY concept paper, (b) make follow-up telephone call or personal visit.
_____	9. After consultation with professional and peer networks, set date, time and place for JOBS RALLY.
_____	10. Secure corporate sponsor to provide liaison with other employers and donate refreshments for the break.
_____	11. Order program brochures (see sample brochure in package).
_____	12. Distribute program brochure to potential participants through professional and peer networks.
_____	13. Collect material for information resource packet to be distributed to JOBS RALLY participants such as brochures from professional and peer service providers and other information relative to independent living and career development.

DATE ACCOMPLISHED	ACTIVITY
_____	14. Solicit media coverage of proposed JOBS RALLY (see sample news releases).
_____	15. Identify program panel of employed persons with disabilities.
_____	16. Provide panel members adequate information, orientation and support.
_____	17. Identify individual to manage participant registration and the collection of base-line and follow-up data.
_____	18. Identify individual to M.C. (general facilitator) the JOBS RALLY program.
_____	19. Identify individual to serve as moderator of panel discussion. NOTE: could be the same person as Step 17.
_____	20. Conduct JOBS RALLY program.
_____	21. Ascertain that base-line data questionnaires collected on all participants.
_____	22. Invite professional and peer support networks, panel members, and program participants to a general follow-up meeting to critique the JOBS RALLY program and follow up on recommendations generated.
_____	23. Ascertain that 30-day follow-up questionnaires collected.
_____	24. Analyze questionnaire data and integrate into program evaluation report along with staff observations and group critique from Step. 22.
_____	25. Submit summary of program evaluation report to funding sources, professional and peer support networks and other relevant publics.

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